



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43205

Contract # 334140

Schedule Dates 09/28/12-09/30/12
Advertiser Pol/K Rothfus/R/Congress (13160)
Agency/T-Code Strategic Media Placement (3469)/157739025
Product Political -Federal Candidate (1067)
Brand POL/K.ROTHFUS/R/CON/PA (130629)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name EVERSOLE, WHITNEY
Phone/Fax /
CPE 2772
Account Types National/Political
Billing Type Standard
Comments KEITH ROTHFUS 9/27
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 09/27/12
Last Modified 09/27/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06353074
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,882.50
Net Total \$10,667.50
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Sep. 2012 9 \$12,550.00
Grand Total: 9 \$12,550.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/28/12-09/28/12	4	:30	5:58A- Channel 11 News 6m						1			1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 6-7A/1	9/27/12
2.0	Normal Line / Spot	09/29/12-09/29/12	5	:30	8A- 10:30A (EST)							1			\$275.00		Pittsburgh (WPXI)	SAT 8A-1030A/2	9/27/12
2.0.1	Preempt	09/29/12															Pittsburgh (WPXI)	Program Change/Exception	
3.0	Normal Line / Spot	09/30/12-09/30/12	5	:30	8A- 10A (EST)							1			\$275.00		Pittsburgh (WPXI)	SUN NEWS 8A-10A/3	9/27/12
3.0.1	Preempt	09/30/12															Pittsburgh (WPXI)	Program Change/Exception	
4.0	Normal Line / Spot	09/28/12-09/28/12	4	:30	5:58P- 6P (EST)						1			1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 530-6P/4	9/27/12
5.0	Normal Line / Spot	09/28/12-09/28/12	4	:30	5:58P- Channel 11 News At 6m M-F						1			1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	NEWS 6-630P/5	9/27/12
6.0	Normal Line / Spot	09/28/12-09/28/12	4	:30	11:59P- CHANNEL 11 NEWS AT 11P						1			1	\$2,000.00	\$2,000.00	Pittsburgh (WPXI)	LATE NEWS/6	9/27/12
7.0	Normal Line / Spot	09/29/12-09/29/12	5	:30	11:23P- NBC SATURDAY NIGHT LIVE							1		1	\$850.00	\$850.00	Pittsburgh (WPXI)	SNL/7	9/27/12
8.0	Normal Line / Sports-Football	09/30/12-09/30/12	5	:30	6:59P- Football Night In America								1	1	\$2,500.00	\$2,500.00	Pittsburgh (WPXI)	FNA 7P-815P/8	9/27/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.

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Agency/T-Code

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Brand

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Salesperson

Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

EVERSOLE, WHITNEY

Phone/Fax

/

CPE

2772

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Standard

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KEITH ROTHFUS 9/27

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Jennifer Stewart

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